

# The Preston Associates

EXECUTIVE COACHING SPECIALISTS

**EILEEN COUPIN**  
EXECUTIVE COACH

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Eileen is an ICF-certified Executive Coach and Leadership Facilitator partnering with C-suite leaders and senior executives to strengthen strategic thinking, expand influence, and lead with clarity in high-stakes, high-complexity environments.

**Areas of expertise:** executive presence, influence, stakeholder management, cross-cultural leadership, resilience, leadership transitions, team effectiveness, women in leadership, and leadership in the age of AI.

## EXPERIENCE

With over 20 years of experience across private banking, finance, international education, entrepreneurship, and leadership consulting in Europe and Asia-Pacific, Eileen brings both commercial pragmatism and deep human insight to her coaching work. Her earlier career included roles with Morgan Stanley and Bloomberg, giving her a strong understanding of the pressures senior leaders face in demanding, fast-moving environments.

Known for her warm yet incisive style, Eileen supports and challenges leaders navigating transition, expanded scope, stakeholder complexity, and greater executive visibility. Her work helps clients build stronger presence, sharper decision-making, greater stakeholder trust, and sustainable performance without burning out.

Eileen's recent engagements include coaching senior executives and leadership teams in banking, global trading firms, FMCG, government, and pharma. She also designs and facilitates high-impact leadership programmes across APAC and Europe.

A Belgian-Irish Singapore PR fluent in English and French, Eileen brings multicultural fluency, global business perspective, and grounded personal insight to her work.

## EDUCATION, QUALIFICATIONS, PROFESSIONAL MEMBERSHIPS

- Professional Certified Coach, International Coaching Federation (ICF PCC)
- Hogan Assessment Certified Practitioner
- Certified High Performance Coach, High Performance Institute
- Cambridge Judge Business School, Circular Economy and Sustainability Strategies, Executive Education
- Harvard Business School, Executive Education
- MSc International Business, University of London
- MA International Relations, CIFE, France
- BA European Social and Political Studies, University College London